

## CHILDREN'S TELEVISION FOR THE '90S

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**Children's Television for the '90s** was established in 1990, as a group in the public interest, to improve the quality of American children's television. The organization intends to encourage programming for children which enriches their learning experience and to enhance the children's television production process from design to evaluation.

Reply comments are submitted supporting the FCC in their effort to better implement the requirements and underlying objectives of the Children's Television Act. A framework for the formation of a telecommunications policy for children will be established by the implementation of this Act.

The CTA objective to increase the amount of educational and informational broadcast television programming available to children constitutes a significant opportunity to advance the potency of the medium.

Children's positive development will be furthered by answers to the questions:

1. What are children's cognitive/intellectual or social/emotional needs?
2. How can the design and production of children's programs best meet these needs while still attracting children's attention and maintaining their interest?

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Broadcasters may elect to consult with professionals in the fields of children's learning and program design to obtain such information. Programming which engenders both children's learning and enjoyment is created by a specialized and systematic approach.

Staff processing guidelines might be generated to indicate, by proportional percentages, a combination of programming factors:

1. Frequency.
2. Duration.
3. Target age sub-groups of children, 16 years and under.
4. Program goals and objectives.

A reasonable standard may emerge that reflects a station's demonstrated effort to consistently improve and evaluate a slate of programs on behalf of children in its community.

In the area of communications today, enactment of a children's telecommunications policy is of highest import.

Hetty Cramer  
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